

Exchange Week for foreign visiting professors  
12<sup>th</sup> – 16<sup>st</sup> of March of 2018  
ISCTE-IUL, Lisbon

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**Professor: Manfred Pferzinger**

**University: FH Krems University of Applied Sciences**

**Country: Austria**

### **Brief CV**

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Professor (FH) Manfred Pferzinger is Programme Director for Business Administration for the Public Health Sector and Management of Health Institutions at the IMC University of Applied Sciences in Krems (Austria). Furthermore he is Research Associate at The Health and Life Science University (UMIT) in Hall in Tyrol (Austria) at the Institute for Management and Economy in Health Care (IMÖG). Prior to that Manfred studied economic sciences at the University of Applied Sciences in Upper Austria at the School of Management, at the University of Skövde (Sweden) at the Institutes for Health Science, Economics and Business Administration.

Over the last years he has intensified his scientific activities due to the human centered standardization in healthcare and the future of health in general by using the method of Design Thinking.

As an entrepreneur and founder he has more than ten years of industry experience. Prior to that, he gained experience in other areas, such as food production, optics and hearing aid acoustics.

### **On-going research topic**

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Human-Centered Innovation Health Care Experience and “Healing Environment”

### **Topic of lecture for the students**

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**Human-Centered Innovation**

### **Outline of lecture for the students**

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Upon completion of this course, students are able to think in a design-oriented way, use design thinking to develop a systematic approach to problems in respect of user requirements and need and understand suitable approaches from methodology